

What is claimed is:

1. A method for presenting customized content to a viewer, comprising:
  - a. archiving the viewer's behavior on a server coupled to a wide area network and collecting the viewer's preferences over time;
  - 5 b. receiving a request for a selected audio or video content;
  - c. dynamically generating customized audio or video content according to the viewer's preferences;
  - d. merging the dynamically generated customized audio or video content with the selected audio or video content; and
  - 10 e. displaying the customized audio or video content to the viewer.
2. The method of claim 1, further comprising registering content with the server.
3. The method of claim 2, further comprising annotating the content with scene information.
4. The method of claim 3, wherein the viewer's behavior is correlated with the scene information.
5. The method of claim 3, further comprising correlating additional audio
6. or video content with an annotation.
7. The method of claim 3, further comprising correlating additional audio
8. or video content with scene information.
9. The method of claim 2, wherein the scene information includes one or more of the following: background music, location, set props, and objects corresponding to brand names.

10. The method of claim 2, further comprising adding customized advertisement to the customized video content.
11. The method of claim 1, further comprising generating a presentation context descriptor and a semantic descriptor.
- 5 12. The method of claim 11, further comprising associating the descriptors using a semantic presentation map that ties the descriptors with a relative weight.
13. The method of claim 12, further comprising scoring the prominence of attributes within content.
14. The method of claim 13, further comprising expressing a scoring formula by a database agent.
- 10 15. The method of claim 1, further comprising providing an interactive community participation.
16. The method of claim 1, comprising generating an acyclic tree of semantic descriptors.
- 15 17. The method of claim 16, further comprising applying a transitive association from semantic definitions to specific semantics.
18. The method of claim 17, wherein the definitions include more general definitions to score weighted attributes.